



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Dudley Media
919 Catharine St
Philadelphia, PA 19147

Contract # 1397262
Schedule Dates 10/23/12-10/29/12
Advertiser Florida Democratic Party 3 Pack (23075)
Agency Dudley Media (7265)
Product POLITICAL CANDIDATE (ns) (1186)
Brand FL DEM SACHS/BRUNO/S (475045)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name DUDLEY,BOB
Phone/Fax (202) 675-6936 /
CPE 5
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments FL DEM SACHS/BRUNO/S
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/22/12
Last Modified
Entered By Nancy Brutus
CO-OP No
Headline # 06387502
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,717.50
Net Total \$43,732.50
Sales Tax

West Palm Beach (WPEC)
By Broadcast Month
Oct. 2012 31
Nov. 2012 7
Grand Total: 38
Spots
\$44,350.00
\$7,100.00
\$51,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (Newt.) on credit hold / SPOT	10/23/12-10/26/12	3	:30	6A-7A (EST)	4		X	X	X	X			4	\$350.00	\$1,400.00	West Palm Beach (WPEC)		10/22/12
Est 2.0	Unapproved (Newt.) on credit hold / SPOT	10/29/12-10/29/12	3	:30	6A-7A (EST)	1								1	\$350.00	\$350.00	West Palm Beach (WPEC)		10/22/12
Est 3.0	Unapproved (Newt.) on credit hold / SPOT	10/23/12-10/26/12	3	:30	7P-7:30P (EST)	4		X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		10/22/12
Est 4.0	Unapproved (Newt.) on credit hold / SPOT	10/29/12-10/29/12	3	:30	7P-7:30P (EST)	1								1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/22/12
Est 5.0	Unapproved (Newt.) on credit hold / SPOT	10/23/12-10/26/12	3	:30	7:30P-8P (EST)	2		2	2	2	2			8	\$350.00	\$2,800.00	West Palm Beach (WPEC)		10/22/12
Est 6.0	Unapproved (Newt.) on credit hold / SPOT	10/29/12-10/29/12	3	:30	7:30P-8P (EST)	2								2	\$350.00	\$700.00	West Palm Beach (WPEC)		10/22/12
Est 7.0	Unapproved (Newt.) on credit hold / Prime	10/29/12-10/29/12	3	:30	8P-9P (EST)	1								1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)	HOW I MET/PARTNERS	10/22/12
Est 8.0	Unapproved (Newt.) on credit hold / Prime	10/29/12-10/29/12	3	:30	9P-10P (EST)	1								1	\$2,700.00	\$2,700.00	West Palm Beach (WPEC)	2 BROKE GIRLS/ MIKE AND MOLLY	10/22/12
Est 9.0	Unapproved (Newt.) on credit hold / Prime	10/23/12-10/23/12	2	:30	8P-8:35P (Tuesday)	1								1	\$6,000.00	\$6,000.00	West Palm Beach (WPEC)		10/22/12

CONFIRMATION CONTRACT

Accepted-Agency: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____



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Schedule Dates

10/23/12-10/29/12

Advertiser

Florida Democratic Party 3 Pack (23075)

Agency

Dudley Media (7265)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

FL DEM SACHS/BRUNO/S (475045)

Salesperson

TeleRep/DC, Washington DC (2995)

Sales Office

TeleRep Washington DC

Buyer Name

DUDLEY, BOB

Phone/Fax

(202) 675-6936 /

CPE

5

Account Types

National/Political Candidate Agency BRO

Billing Type

Weekly/Irregular

Comments

FL DEM SACHS/BRUNO/S

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Nancy Brutus

CO-OP

No

Headline

06387502

Demo

A35+R

Order Type

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Package Deal

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Commission %

15.00

Commission

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Net Total

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Sales Tax

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By Broadcast Month	Spots	Rate
Oct. 2012	31	\$44,350.00
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Grand Total:	38	\$51,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 10.0	Unapproved (New) on credit hold / Prime	10/24/12-10/24/12	3	:30	8p- CBS-Survivor (Wednesday)	1								1	\$2,500.00	\$2,500.00	West Palm Beach (WPEC)		10/22/12
Est 11.0	Unapproved (New) on credit hold / Prime	10/24/12-10/24/12	3	:30	10p- CBS-CSI Crime Scene Investigation (Wednesday)	1								1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)		10/22/12
Est 12.0	Unapproved (New) on credit hold / Prime	10/25/12-10/25/12	3	:30	8p- 9p (EST)	1								1	\$3,000.00	\$3,000.00	West Palm Beach (WPEC)	BIG BANG/2.5 MEN	10/22/12
Est 13.0	Unapproved (New) on credit hold / Prime	10/25/12-10/25/12	2	:30	9p- CBS-Person of Interest (Thursday)	1								1	\$3,000.00	\$3,000.00	West Palm Beach (WPEC)		10/22/12
Est 14.0	Unapproved (New) on credit hold / Prime	10/26/12-10/26/12	1	:30	10p- CBS-Blue Bloods (Friday)	1								1	\$5,000.00	\$5,000.00	West Palm Beach (WPEC)		10/22/12
Est 15.0	Unapproved (New) on credit hold / SPOT	10/26/12-10/28/12	1	:30	7p- 8p (EST)	1								1	\$7,500.00	\$7,500.00	West Palm Beach (WPEC)		10/22/12
Est 16.0	Unapproved (New) on credit hold / Prime	10/28/12-10/28/12	3	:30	10p- CBS-The Mentalist (Sunday)	1								1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/22/12
Est 17.0	Unapproved (New) on credit hold / SPOT	10/23/12-10/28/12	2	:30	11p- 11:30p (EST)	7	X	X	X	X	X	X	X	7	\$1,050.00	\$7,350.00	West Palm Beach (WPEC)		10/22/12
Est 18.0	Unapproved (New) on credit hold / SPOT	10/29/12-10/29/12	2	:30	11p- 11:30p (EST)	1								1	\$1,050.00	\$1,050.00	West Palm Beach (WPEC)		10/22/12

CONFIRMATION CONTRACT

WPEC

Estimate #

Contract #

Comments

NAB

BROADCASTERS

**AGREEMENT FORM FOR
POLITICAL BROADCASTS**STATION and LOCATION WPEC-TV West Palm Beach, FL Date 9-20-12I, Dudley Media (on behalf of) Florida Democratic PartyA legally qualified candidate of the Democratic political party for the office of Fl. State SenateIn the General election to be held on 11-6-12 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
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- See Attached - WPEC #1397262

Date of First Broadcast <u>9-15-12</u>	Date of Last Broadcast <u>10-1-12</u>
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Total Charges: \$43,732.50 netThe broadcast time will be used by Florida Democratic Party - Sachs/Bruno/Smith
I represent that the payment for the above-described broadcast time has been furnished by Florida Democratic Party - Sachs/Bruno/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is () a corporation; () a committee; () an association; or () other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Gonzalez, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least _____ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal offices).

Date 9-20-12

(Candidate or Agent)

Bob Dudley☐ Accepted ☒ RejectedBy Lillie RobertsTitle Sales Director

This request whether accepted or rejected, will be available for public inspection for a period of two years.



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FLA. Dem Party / 3 PAC PARTY: Democratic

OFFICE/DESCRIPTION: Sachs, Bruno, Smith ELECTION DATE: 11/6/12

INQUIRY MADE BY: Bob Dudley
Candidate Manager Agency Committee (circle one)

ADDRESS: Dudley Media
919 Catharine St.
Philadelphia, PA 19147

PHONE: _____ FAX: _____

EMAIL: _____

Information Requested: Rates & Avails

Final Disposition: Order placed \$51,450⁺ (gross)

If Committee, list officers and position: Alma Gonzalez, Treasurer

TAKEN BY: Cheryl Blum DATE: _____ TIME: _____
T. Rep Wash